Type Designs for the IBM "Executive" Typewriter

MODERN

This is a sample of Modern Type, the most popular type style for the IBM "Executive" Typewriter. It was designed specifically for executive and professional correspondence.

ARCADIA

This is a sample of IBM Arcadia Type. Designed for all-purpose use, its distinctive appearance enhances finished copy in a variety of applications.

DOCUMENTARY

This is a sample of IBM Documentary Type. Created for use in the legal profession, it produces highly legible typewritten copy.

HERITAGE

This is IBM Heritage Type. It is particularly useful in accounting work because its numerals meet the spacing requirements of standard government forms.

SECRETARIAL

This is IBM Secretarial Type. Its well-defined characters are ideally suited for typing clean, legible stencils.

BOLD FACE #1

This is IBM Bold Face #1 Type. Used by printers for text copy, it provides a particularly pleasing result when the right-hand margin is justified, as shown here.

BOLD FACE ITALIC

This is IBM Bold Face Italic Type. An italicized version of Bold Face #1, this type design provides unusual emphasis in a wide range of typing applications.

BOLD FACE #2

This is a sample of Bold Face #2 Type. Its size, boldness, and pleasing design, make it a popular choice for reproduction composition and general correspondence.

DIRECTORY

This is IBM Directory Type. Its bold, legible characters make it ideal for speech writing applications.

COPPERPLATE GOTHIC # 1

THIS IS IBM COPPERPLATE GOTHIC NO. 1 TYPE. IDEAL FOR CATALOG PREPARATIONS, IT PROVIDES BOTH SIX AND TWELVE POINT TYPE SIZES, IN UPPER CASE.

COPPERPLATE GOTHIC #2

THIS IS A SAMPLE OF COPPERPLATE GOTHIC NO. 2 TYPE. SIMILAR TO THE FORMAL APPEARANCE OF GOTHIC NO. 1 TYPE, IT IS USEFUL IN THE LAYOUT AND DESIGN OF FORMS.

CHARTER

This is IBM Charter Type. Its size and design simulate six point newspaper type, and is well suited for quality reproduction copy.

TEXT

This is IBM Text Type. Its size and clarity make it ideal for footnotes, reference listings and similar uses where a small type size is desired.

REGISTRY

This is a sample of IBM Registry Type. Its compactness of design and legibility is preferred for applications such as catalogs, directories and other listings.

TESTIMONIAL

This is IBM Testimonial Type. Popular for letter writing, this type design adds a look of elegance to all correspondence.

MID-CENTURY

This is Mid-Century Type. Its sans-serif design is preferred for composing announcements, technical copy and notices.

PATRON

This is IBM Patron Type. Its unique design is frequently selected when a look of individuality in correspondence is desired.

NOTE | Because of inherent differences between printed and typewritten impressions, these type styles are not representative of typewritten material and should be used as a guide to type design only.